

FEB-12-2004 THU 02:50 PM LACASSE AND ASSOCIATES

FAX NO. 7038387684

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FEB 12 2004
ARC920000029051
09/658,632

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Application of: Megiddo et al.

FEB 12 2004

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

AMENDMENT

YML
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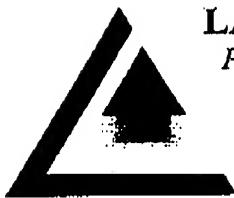
MS Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir,

In response to the outstanding office action of 11/12/2003 and further in view of the interview of 02/10/2004, please amend the above-identified application as follows:

02/17/2004 MJONES1 00000003 090441 09658632

01 FC:1202 18.00 DA

**LACASSE & ASSOCIATES***PROFESSIONAL PATENT SERVICES*

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FEB 12 2004

OFFICIAL**CONFIDENTIAL
FACSIMILE TRANSMITTAL SHEET****DATE SENT:** February 12, 2004**DELIVER TO:**

Name: Examiner Jonathan Ouellette
Company: U.S.P.T.O./ GAU 3629
Phone No: 703-605-0662
Fax No: 703-872-9306

FROM: Ramraj Soundararajan**YOUR FILE:** USSN 09/658,632

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PTO/SB/21 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	09/658,632
		Filing Date	09/08/2000
		First Named Inventor	Megiddo, Nimrod
		Art Unit	3629
		Examiner Name	J. Ouellette
Total Number of Pages in This Submission	18	Attorney Docket Number	ARC920000029US1

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
		<u>Remarks</u>

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Lacasse & Associates, LLC
Signature	Ramraj Soundarajan
Date	February 12, 2004

CERTIFICATE OF TRANSMISSION/MAILING		
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Signature	Date	

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